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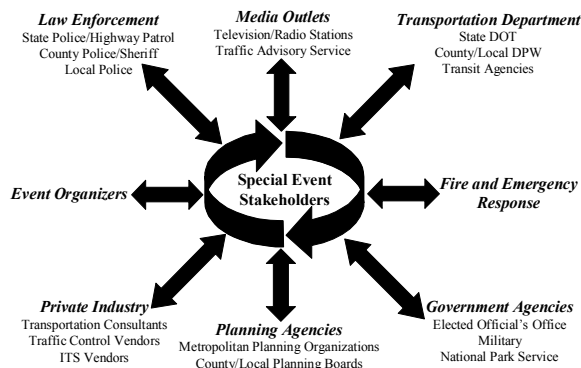


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### **Purpose**

The FHWA is developing a technical reference entitled *Transportation Management Strategies for Special Events*. This technical reference will serve as a comprehensive, stand-alone information source to assist novice and experienced practitioners involved in or responsible for the advanced planning, stakeholder coordination, and proactive management of travel for planned special events. These events present a unique set of transportation system challenges, characterized by intense travel demand and potential capacity constraints. Since public agencies are not typically responsible for planned special events, the resulting impacts on travel can be enormous because of a lack of advanced agency planning, coordination, and programming of required resources.

This technical reference on planned special events provides both a framework for establishing an integrated transportation management practice and innovative techniques for enhancing the efficiency and applicability of current agency event-specific plans. The document will present and recommend various operational strategies, traffic control plans, common protocols and procedures, and technology applications that satisfy the special customer requirements and stakeholder performance requirements driving special events management. The technical reference will particularly emphasize the consistent involvement and coordination of pertinent stakeholders.



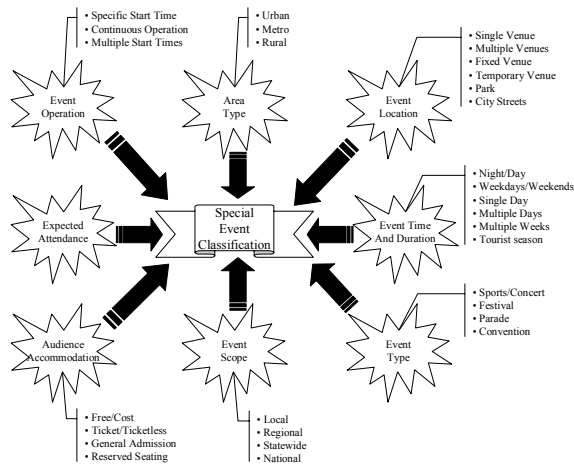
### **Overview**

Managing travel for planned special events differs from conventional incident management. Much more is known about planned special events, in particular their specific location, times of occurrence, duration, and demand. In contrast, transportation system operators have limited or no advanced information on unplanned events, such as traffic incidents (e.g., vehicle disablements, crashes, etc.), adverse weather (e.g., hurricanes, blizzards, etc.), natural disasters (e.g., earthquakes, wildfires, etc.), and terrorist actions. It is the foreknowledge of a planned special event that public agencies can exploit to minimize the impacts associated with the additional traffic generated and the intense traffic demand at and adjacent to the event site. The technical reference will not address planned roadway events involving construction or maintenance activities.

Planned special events include sporting events, concerts, festivals, and conventions occurring at permanent, multi-use venues (e.g., arenas, stadiums, race tracks, festival parks, amphitheaters, convention/expo centers, etc.) in addition to specific infrequent special events such as parades, fireworks displays, bicycle races, state/sporting games, a motorcycle rally, seasonal/harvest festivals, milestone celebrations, etc. In some areas, a parade or road race may represent a frequent event if it occurs along the same route as others at different times of the year. Political conventions or national/international sporting events warrant expanded planning and additional resources despite occurring at frequently used venues.

The technical reference will examine transportation management practices for a wide range of event types, characterized by several variables as illustrated. These variables describe the spatial and temporal impact of a special event in addition to its scale, size, frequency, predictability, and impact potential on the modes and components of the overall surface transportation system. In turn, experiences have shown the anticipated adverse impacts generated by planned special events can be controlled and mini-

mized through proper advanced planning, stakeholder coordination and sharing of resources, proactive management of travel, and deployment of proven traffic management techniques.



### **Approach**

The writing team will organize the technical reference through the following major sections: 1) Advanced Planning and Coordination for Specific Special Events, 2) Day-of-Event Activities, 3) Post-Event Activities, and 4) Regional Special Events Planning, Programs, & Multi-Year Plans. The document will include typical planning steps, classification criteria, recommended procedures, and valuable reference information covering such topics as:

- Event Feasibility Study
- Stakeholder Coordination
- Institutional Arrangements
- Traffic/Parking/Incident Management
- Travel Demand Management
- Applicable Technology Resources
- Event Evaluation
- Regional Programs and Initiatives

The technical reference will also furnish sample agreements and plans in addition to successful case studies for various special event types.

### **Benefits**

Rural towns and urban areas have promoted and supported planned special events to boost tourism and fuel the local economy. Public agencies can enhance their area's image by establishing a planned, coordinated, and integrated transportation manage-



ment practice for planned special events that minimizes traffic congestion, maintains roadway system reliability, and exceeds the customer service expectations of all road users, including event patrons, commuters, truckers, and service providers.

The advanced planning and deployment of integrated transportation management strategies for special events yields numerous benefits for participating agencies and municipalities, such as:

- Incorporation of new techniques and procedures into everyday traffic/incident management tasks
- Deployment of new technologies for traffic control and monitoring
- Development of new inter-agency relationships crossing jurisdictional boundaries
- Coordination of and participation in regional coalitions to influence policy and improve activities for all planned special events

The initiatives outlined herein may improve everyday practice and make every day a special event day.

### **Project Team**

A select group of TMC Pooled-Fund study members, led by Project Champion Dottie Shoup of the Nebraska Department of Roads, comprise the TMSSE project team charged with providing technical guidance and review of project deliverables.

### **Project Milestones**

- Annotated Outline – August 2002
- Preliminary Draft – October 2002
- Final Draft – February 2003

### **Project Outreach**

The project team encourages novice and experienced special event practitioners to become involved in reviewing and contributing to this important technical reference. FHWA and the project team will offer interested individuals and groups several opportunities to provide input throughout the course of the project. If you are interested, please contact one of the individuals listed below. Your input will undoubtedly contribute to the success of *Transportation Management Strategies for Special Events*!

### **To Get Involved, Contact:**

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